

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/ 2018

BMK3074 – GLOBAL MARKETING

(All sections / Groups)

04 JUNE 2018
2.30 pm – 4.30 pm
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages only (including cover page) with 5 Questions only.
2. Answer **ALL** the questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Answer **ALL** the questions.

QUESTION 1

After evaluating identified segments, decisions have to be made whether to pursue a particular opportunity or not. Assuming the decision is made to proceed, an appropriate targeting strategy must be developed. Explain the **THREE** categories of target marketing strategies and how they can be implemented

(Total 20 marks)

QUESTION 2

A true global strategic partnership is unique and different. Using the example of Sony's strategic alliance with Samsung, discuss **FIVE** attributes that are needed for a productive global strategic partnership.

(Total 20 marks)

QUESTION 3

When Kraft Foods launched Oreo brand cookies in China in 1996, they found that Oreo was too sweet for the Chinese palate, and the price was too low. Oreo reformulated a less-sweet chocolate-covered wafer and increased its price. Discuss the **FIVE** strategic alternatives that marketers has to consider during the global product planning process.

(Total 20 marks)

QUESTION 4

Because of its size and presence in more than 200 countries, the Coca-Cola Company is often the target of anti-globalization protests. Compare and contrast publicity and public relations and identify global companies that have recently been impacted by negative publicity.

(Total 20 marks)

QUESTION 5

If a Lexus car is priced in U.S. dollars and sold at the dollar converted price in Indian rupees, what sorts of problems can be expected? Discuss **THREE** alternative positions a company can take on worldwide pricing.

(Total 20 marks)

End of page.